

When the golf professional packs off to Palm Beach Gardens this year for the annual Professional Golfers' Assn. Merchandise Show to be held January 22d to 25th, he'll be best prepared for his buying spree by taking along a little bit of fashion foreknowledge. After all, it's the soft-goods merchandise which will predominate the displays and occupy most of the selling and buying time of the manufacturers and professionals, respectively. Therefore, more so than ever before, that what-to-look-for fashion know-how is a *must* when shopping the PGA show.

**Fabrics** are a good place to start. And this year the fabric trend is back to classics. Traditional seersuckers and gingham are showing up strong in the women's wear market, with chino, linen, denim and even spring tartans in the men's wear. Plaids are big all around, favored by designers for golf slacks and skirts. They're not only done in wovens, but the professional will be sure to find them in the up-to-date knits.

Although GOLFDOM predicted as far back as the January 1970 issue (see: "Spring into Print," p. 58) that prints would be making their way into the golfwear market, this season it's a whole new way with prints and patterns that the professional will see in the spring/72 lines. For exam-

ple, prints are showing up in abstracts, geometrics, even in soft impressionistic designs. The variety is infinite. Plus, to add additional fabric interest, many of the prints have been designed to run in vertical stripes. The patterns, on the other hand, are done in big and little checks (often both of them played on the same white ground) and in the traditional jacquards. The latter is featured predominately in men's golf shirts and slacks.

Whatever the design or texture of the spring fabrics, golf professionals note: Look for the fabrics which give the most *au naturel* look. Many manufacturers are going back to cotton and cotton blends in the shirts and tops, giving the man-made fibers some real competition. Golfers have found through trial and error that cotton absorbs best, breathes easily and is easiest to care for in the long run. Keeping up with the natural trend are the subtle doubleknits, which sportsmen are wearing both on and off the greens. It's a knit that doesn't look slinky, will not pill and never leaves the golfer with "baggy knees."

**Color** is splashed bright and clear on all the latest golfwear. Bright yellows, pinks, even light blues show up alone or with bold reds, pine green, oranges, even violets. They're shame-

lessly thrown together by the golfwear designers, who also forecast using the most vibrant of colors alone or on a clear white ground. The classic favorite combination—red, white and blue—is back on the golf scene for spring, mostly in checks, plaids and patterns. But forget that old idea of color coordination (an over-used term in the golfwear market, editor's note) and freely buy tops and bottoms which blend and match to give an all over, total sportswear look. Important as well, color-wise, are the subtle pastels, used this coming season for softening up the brights.

**Styles** are the most classically sophisticated ever, in both the men's and women's market. For the women, there are culottes cut fuller than last season to look like walking skirts. Gentle A-line skirts are big, with shorts of many lengths peaking out from under side vents. And the wrap skirt is revised, this time done in plaids, dots and checks often piped with solid contrasting color. Remember the bermuda? Well, that's back too, designed with a wide leg, in a long length to give the effect in look and comfort of skirt plus culotte. Tops continue down into short shorts, becoming jumpsuits, which stay in place under skirts and slacks during active golfing days.

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For the men, the newest pants are done with a slightly wider flare. Belt loops are styled on many of the golf trousers, some even merchandised with their own self belts or elasticized webbed belts. Shirts are classic in traditional short sleeves with placket front, the four button model favored.

Jackets for both men and women golfers are in many of the spring lines. It's a blazer look that takes the fashion lead, cut trim in the arms and nipped slightly at the waist.

Notwithstanding gimmicks, the golfer and especially the professional, will reap the myriad of new club designs and materials being introduced at the PGA show: Golf cars and systems are more efficient; golf equipment in the medium and lower price ranges are directed toward beginners, and accessories for all seasons will enable the golf shop to be well-stocked in 1972.

The detractors of the electric golf car (the batteries always run out at the remotest part of the golf course) are being silenced as new power systems and longer-lasting batteries are being developed for today's electric golf cars. The gasoline car, in an effort to head off the charges of pollution and noise, are presenting quiet riding, non-polluting three- and four-wheeled vehicles. The trend, however, is toward electric cars. The electric golf car battery manufacturers at the show are offering the total power system: longer-lasting lightweight batteries and chargers.

The addition of several new manufacturers in both the battery and golf car line indicates the trend towards riding. One new manufacturer which will be closely watched is introducing collapsible gas and electric golf cars for the trunk of a car or storage sheds. They will retail for under \$700. The durability, safety and operating efficiency of these cars may dictate future golf car trends.

Golf equipment manufacturers have been literally "on the ball" this year. The golf ball which will give the greatest distance this year, bar none,

is the . . . well, every manufacturer is claiming to be the longest, so it's up to the professional to personally test them all to make his own evaluations.

Some significant design changes occurring within the ranks of the golf ball manufacturers as they prepare to tackle the "big one" for 1972 include a hexagonally-dimpled golf ball with 252 dimples as opposed to the conventional 336. In the solid ball marketplace, at least two manufacturers have taken major strides to enhance the pro shop market of solid balls. New chemical formulations to allow compressions of 80, 90 and 100 have been introduced. Another manufacturer took 15 million possible combinations, fed them into a computer, and got the "perfect" blend or formula. For the first time, a Japanese (they have previously concentrated on the discount store market) manufacturer is introducing a durable pro-only golf ball designed to compete with American pro shop balls. The prominent material for the outside cover of most golf balls appears to be DuPont's Surlyn, the cut-resistant cover.



## Large Velcro Tabs Are "IN"

The new Imperial golf glove by Champion offers a full length opening with a large Velcro tab. Golfers like the ease of putting on and taking off this distinctive glove. Velcro fastener offers complete adjustment for tightness of palm throughout life of glove. Finest Chevreau capeskin in a wide array of fashionable colors. All sizes for men. Suggested retail \$5.

See it plus other gloves at the PGA Florida Merchandise Show Jan. 22-25.

*Champion*  
GLOVE MFG. CO.  
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Most irons for 1972 are "centered" around the weight redistribution principle. The balancing of the club-head, in one case with the use of tungsten alloy weights, will give the high, average and low handicap golfers more consistency. Weight redistribution means that balls hit near the hosel or on the toe will not feel (or go) as if you're hitting into frozen turf, but will provide better flight path and distance than in the past. Previously, when all of the weight was at the centroid or "sweet spot" if you missed it, tough luck. Although chrome-finished heads are holding their own for 1972, some manufacturers are offering stainless steel heads. Their success or failure should also indicate trends of the future. Golf irons without a hosel and with offset heads are also being offered. The theory being, to take the weight out of the hosel and place it in the head without increasing over-all weight. There are no great changes in store this year for golf woods.

Ladies' clubs are also undergoing change but not so much in design as in color. Departure from the basic blue to pastel-colored clubs are a trend-setter. In the putter market for ladies, matched grips, shafts and putter heads in pastel colors are being pushed by most manufacturers.

Putters continue to border from grotesque to absurd, but the golfers are trying anything to cure the yips. For the most part, the wide array of putters to chose from could create some headaches for professionals when ordering putters, but sticking to the basic blade, offset, flange and mallet, interspersed with the new innovations, should provide the best-selling stock for the golf shop.

A most noticeable trend in the golf equipment industry this year is the increasing emphasis on medium and lower priced clubs for pro shops to complement the top-grade clubs. Starter sets and junior sets, matched and of good quality, are available to professionals for competition with discount store merchandisers.

It is going to be a full-time job for the golf professional to analyze and evaluate the fashions and equipment being presented by the record number of exhibitors at this year's show. The professional, however, who is familiar with the trade jargon and up on the trends within the industry, stands a better chance of meeting the demands of the golf shop customer.

—Jean Conlon and Jerry Olson



*On the following pages are highlights of the merchandise that manufacturers, distributors and representatives will be exhibiting at the GCSAA show. The companies listed have indicated to GOLFDOM that they will be at the show; the list, therefore, is not an official exhibitors listing. An asterisk preceding a company's entry indicates that details on its product line were unavailable at press time.*

### Golf cars, equipment, carts

**Boylan Leasing, Inc.**, features leasing, sales and service of Harley-Davidson electric and gasoline golf cars.

**Club Car, Inc.**, offers a new *Caroche* with a modified A-frame end suspension with emphasis on its light weight of 480 pounds (without batteries). The aluminum frame on the *Caroche* is housed in a triple-thick fiberglass body that will not rust, corrode or ever need painting, according to the company.

**Cushman Motors** introduces a new, compact and modestly priced three-wheel electric golf car for 1972. The *Trophy 300* has individual bucket-type seats, a one-piece steel front bumper and a new bag rack design. The body is formed of terneplate steel for reliable protection against the corrosive effects of water and chemicals used on golf courses. The *Trophy 300* also has a 36-volt DC series traction motor.

**ESB Brands, Inc.**, features the *Exide* and *Willard* golf car batteries. The batteries are rated for 106 minutes of continuous running power and contain a new one-piece cover and quarter-turn vent cap to save battery maintenance and inspection time. Also available is the new polyporpylene *EV-88* golf car battery.

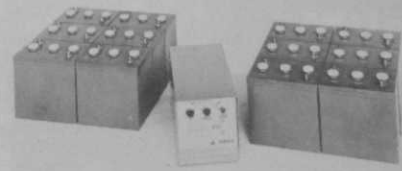
**E-Z-Go Car Div.**, Textron Corp., features the *Four Wheel Model X-444* electric and gasoline golf cars. This model features a low center of gravity and higher ground clearance.



Also featured is the *Three Wheel Model X-440* with horizontal stabilizers and dual hydraulic shock absorbers. Also available is the *Automatic Charger* designed to lengthen battery life.

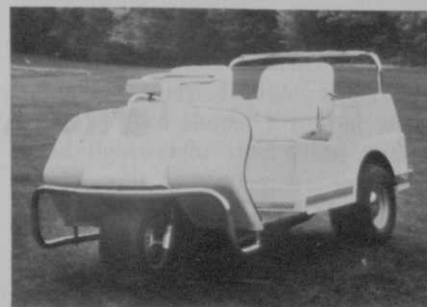
**Flagmaster, Inc.**, manufacturers electric golf cars.

**Gould, Inc.**, features electric vehicle power systems with fully automatic matched battery/charger packages. Batteries are available in 6-, 12-, 24-, 36- and 72-volt systems and are designed for easy maintenance.



The batteries feature polypropylene container and cover for maximum energy density and strength. The battery charger features Reactance Limited charging which minimizes the effect of battery temperature and age.

**Harley-Davidson Motor Company** introduces a new line of electric and gasoline golf cars with features, such as effortless power reduction steering, optional steering wheel or tiller bar and a wide, stable stance for smooth riding. Both cars feature a suspension system combining torsional stabilizers, hydraulic dampers, coil springs and



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telescoping front fork. The electric car features a two-year warranty on all major electrical components, including batteries and an optional seat brake is added for safety. The gasoline car boasts an instant ignition system which starts and stops the engine as the accelerator is depressed or released.

**Jarman Company**, a subsidiary of Browning Arms Company, features a wide range of golf carts including the *Bag Boy Master*, *Clubster* and *Play Day*.

**Maynard Sales International, Inc.**, announces the electronic golf caddy with no pushing, pulling or steering. *Maynard* operates by means of a homing device activated by a small transmitter carried in a pocket or clipped onto a belt. The transmitter sends a signal to a receiver inside *Maynard*. Two analog computers calculate the speed, distance and direction of the golfer and automatically translate these signals into power pulses for the pair of 24-volt electric motors.

**Motor Appliance Corp.** introduces a completely electronic system for sensing and charging golf car batteries. In the charger there are no timers to turn on and set, all that is necessary is to connect the DC plug to the golf car. The electronic charger *Model 1555E* monitors the battery condition and automatically charges only the amount required to fully recharge a set of batteries. The charger is overload protected and short circuit protected.

**Pargo, Inc.**, offers improvements to benefit both golfers and course opera-

tors in its new line of 1972 golf cars. Major improvements include integral side rub rail and foot rest to protect the car body and dash assembly from damage, modernized styling, recessed front wheels, new drink holders and an improved bag mounting system. The electric golf cars include a four-wheel and three-wheel model with a steering wheel, and a three-wheel model with tiller.

**Shatai-Kogyo Company, Ltd.**, features electric golf carts.

**Sit N' Rest Golf, Inc.**, features the *Cart-Boy* combination golf cart and golf bag, and conventional golf carts. They also feature scorepacks, rain covers, travel covers and other golf accessories.

**Tau-Meson, Inc.**, introduces a new collapsible one and two seat golf car which can be carried in the trunk of a car. The *Playmaster Model 500 E* (electric) and *500 G* (gas) retail for under \$700. The top line of *Playmaster* golf cars, designed for fleet use by country clubs and municipal courses, retails for approximately \$1,375. The cars offer tip-proof rider safety, fiberglass body, two reverse speeds and caliber disc brakes.

**Westcoaster**, a subsidiary of Otis Elevator Company, introduces the *S-71* golf car. The car features four wheels, stability automotive steering, quiet, smooth hypoid drive axle, individually adjustable heavy-duty vi-



nyl seats, low profile and a rugged fiberglass body. Also introduced this year is the model *970-A4*, four-wheel turf vehicle. The vehicle contains options such as hydraulic dump box, auxiliary transmission with power take-off and fiberglass cab.

**Westinghouse Electric Corp.** introduces a new *VIP* golf car for 1972. The custom built car, designed for VIPs and celebrities, includes AM/



FM stereo, radio and tape deck, black and white TV and a built-in bar. Westinghouse also has the three-wheel *Model 437* and four-wheel *Model 436-E* golf cars. The all-steel constructed electric golf cars feature a 4 1/2 hp traction-rated Westinghouse electric motor.

## Golf equipment

**Acushnet Sales Company** enters the golf club field with its new *Titleist* irons. The irons feature a new design concept which redistributes clubhead weight to provide greater distance and accuracy when hitting away from the sweet spot, according to the company. Tungsten alloy



weights are inserted at the clubhead's extremities. The new clubs are manufactured by a technique called investment casting and have a separate lightweight steel shaft custom designed for each iron. Also new are the *Flexiglide* and *Monarch* golf carts manufactured in Great Britain. Acushnet will also be displaying the *Titleist* golf ball, Acushnet bags and accessories. See **Pringle of Scotland**, distributed by Acushnet, under a separate listing.

**Ajay**, Fernquest & Johnson Div., features the *Ajay Double Eagle* golf clubs for pro shops. Featured is the *SS-4* lightweight steel clubs with a blade with a semisquare toe. Also available is the *XSP*. The woods have a metal backweight and the irons have a square toe and a smooth back. Also Ajay carts, bags and accessories.

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**All Star Pro Golf Company** features the *Invitational* pro-only woods and irons. Also offered are the *All Star R/R Plus 1* and the *Fore Star* clubs. All Star's line also includes putters, utility woods, bags, balls, assorted golfwear, socks, caps and umbrellas.

### \*American Precision Golf Company

**Around-The-Green Enterprises** features putters, chippers and accessories for 1972. The line includes blade and flange putters. The blade model features a brass head with black line top. The flange is marketed with either a gray or non-gloss white top. Suggested retail price is \$16.95. The chipper has flat putter grip, putter length and brass head. Suggested retail price is \$17.50. Accessories available include golf towels and putter/chipper covers in a variety of colors.

**Atlantic Products Corp.** introduces the new *Professional* nine-inch round golf bag with a two zipper front ball pocket, new back boot pocket design and side accessory pockets. The bag is available in three expanded vinyl colors. Suggested retail price is \$30. Atlantic also features an 8 1/2-inch deluxe canvas Sunday bag which retails for \$14.

**Axaline, Inc.**, introduces a new line of high-fashion putters. The *Daisy* (mallet) and *Flair* (blade) feature a shaft of anodized aluminum the same color as the grip and the putter head. Also new this year is the *Black Widow* putter. Axaline also features fashion-matched knit shirts and sweaters.

**Burton Mfg. Company, Inc.**, features genuine *Steerhide* bags and accessories in its 1972 luxury line. The bags have molded leather bottoms with metal studs, drag plate and drain grommets, large color-coordinated Delrin zippers and the look of African crafting.

**Butchart-Nicholls, Inc.**, makes a full effort into the pro-only golf

*\*Information unavailable at press time*

market with the introduction of the *X-1* woods and irons for 1972. They are manufactured by John Letters of Scotland. The *X-1* features woods and irons with lightweight steel shafts; the irons have stainless steel heads. Two American-made golf sets for 1972 by Butchart-Nicholls are the *Professional* line which lists for under \$200 and the *Custom Built* line which lists for under \$125. Both sets are available in men's and ladies' models. John Letters putters and three new B-N putters are also available. A new line of bags, retailing from \$12 to \$80, and the *SC90* golf ball, retailing for \$16 a dozen, are also available.

**Jack Carnahan, Inc.**, represents **Toney Penna** golf clubs.

**Chico's Tomahawk, Inc.**, offers the *Rake* sandwedge, custom-made putters and pitching wedges and a hand-made line of putter covers.

**Otey Crisman Putter Company** features hand crafted putters in hickory, steel, aluminum or bamboo shafts. They are made in any lie, loft, length or weight. Two-tone leather grips are standard but grips may be made round, flat top, paddle, piston or any shape ordered. Otey Crisman also manufactures putter stands.

**Curley-Head Golf Company**, see **Reifers Golf, Inc.**

**Dunlop Tire and Rubber Company** introduces *Maxpower* golf clubs, which feature a new tapered shaft. The diameter of the shaft has been reduced by a series of "step downs" in the shaft tubing which give it greater strength. The design



concept of the *Widowmaker Maxfli* woods feature a soleplate which completely covers the bottom of the club-

head spreading the weight evenly across the bottom of the club. The irons feature an offset, coordinated loft and lie Scotch blade. Dunlop also offers golf bags, bag covers and accessories along with its *Maxfli* golf ball.

**Easajo Golf Company** features the *Model 2* precision forged brass head mallet putter retailing for approximately \$17.95, the *Model 3* stainless steel blade putter retailing for \$21 and the *Model 5* retailing for \$18.

**The Fast Eddie Putter Company, Inc.**, features hand-made putters with six new models featuring mallet, blade and blade with flange. The putters come with either an offset or straight shaft.

**Faultless Golf Products** features its *Professional* model woods and irons for 1972. The woods are constructed of laminated maple and designed to provide more weight behind the ball. The chrome-finished irons are forged in a classic high-toe style. They have a flare back pad and weight redistribution across the clubface. Special



emphasis is being placed on the *Professional + computer blend* golf ball. Over 15 million possible combinations of ingredients were analyzed by a computer before the proper formula was developed, according to the company. Faultless also features durable range balls.

**Field Golf Company** features the *Bristol* woods and irons. Also for 1972, Field features the *Eagle Plus* and *Birdie* golf balls and the *Ray Cook* and *Fore Score* lines of putters and accessories.

**First Flight Golf Company** features *FTD* offset woods and irons with virtually no hosel. The no-hosel iron is joined to the Hex-Flex shaft, taking the weight out of the hosel and putting it behind the clubhead.

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The off-set wood has a face set in back of the shaft making it easier to line the ball up with the hole and reducing the tendency to fade or slice, according to the company. They will also feature *Hot-Z* golf bags.

**Golf Lynx** introduces the *Lynx* woods and irons. The irons have a longer iron blade with large sole and is five degrees offset. The woods, like the irons, have the weight redistributed between the hosel and the toe.

*\*Information unavailable at press time*

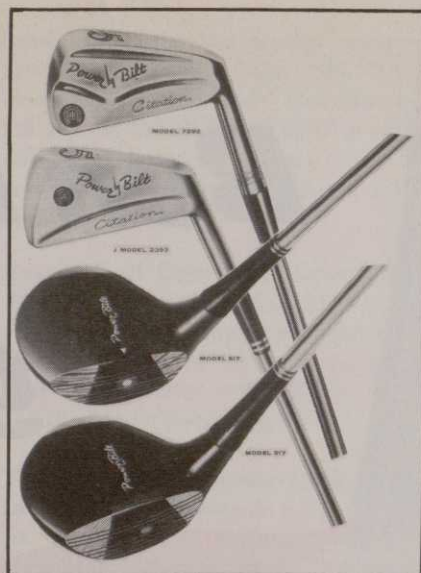
**Golf Pride** by Eaton Corp., Molded Products Div. features a line of golf grips.

#### \*Golf Tech, Inc.

**Walter Hagen Golf Equipment Company** introduces the *Ultradyne* woods and irons for 1972. The prestige line of clubs features woods with a moisture seal treatment, contour sole, one-piece sole plate and individually matched shafts. The irons feature contour sole with three-way roll, beveled leading edge, pear-shaped heel and Fluid-Feel shock eliminator. *Haig Ultra* woods and irons, balls and the *Lady Ultra* will also be featured in addition to Hagen golf bags and accessories.

**Tom Hill & Associates** introduces *The Masher* and the *JS 44* goose neck mallet to its line of custom fitted putters. A *Custom Putter Center* allows the display of 15 putter heads and shafts for 45 different combinations for the best fit. The *Bal-Bak Retriever* will also be featured.

**Hillerich & Bradsby Company** features new uni-weight pro-power shafts in their *Power-Bilt* woods and irons. The *Citation Model 517* wood



features a perma-seal laminated wood head, propellac face insert and a power-weighted back. The *Model 317* wood has a solid persimmon head. The *Model 7292* irons have a lev-elume-plated carbon steel head with a flange back, a non-scuff bevel sole and a new contour design. The *Model 2392* Scotch Blade has a plain back.

**Ben Hogan Company** introduces the *Apex* irons for 1972. They feature a new jewel-like appearance

## Ten good reasons you should

# Recommend Golden Ram!



- ① It has the liveliest center of any golf ball made. Outre-bounds liquid centers by as much as 50%.
- ② The Golden Ram has maximum high-tension windings.
- ③ It features a Du Pont Surlyn "A" cover that simply will not cut.
- ④ Its windings adhere to the cover so the Golden Ram can never lose compression ...
- ⑤ Or go out of round.

⑥ Thanks to its unique cover material, the Golden Ram plays well in extreme hot or cold weather.

⑦ It has a sparkling white finish that will remain white and new looking for the life of the ball.

⑧ Its outstanding construction provides a crisp "click" and distance equal to, or better than any ball made.

⑨ The Golden Ram must pass more tests (Air-cannon, initial velocity, compression, rebound, extreme temperature, etc.) than any other ball.

⑩ The Golden Ram is field tested and played in tournaments by many of the leading touring and home Professionals.



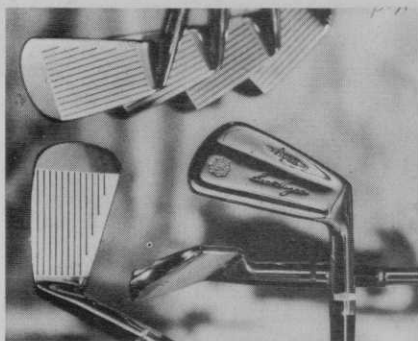
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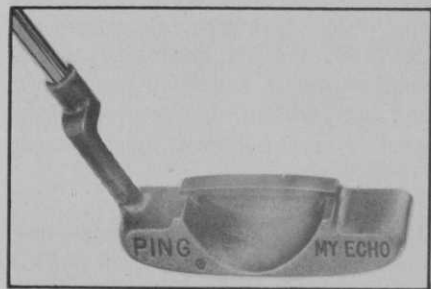
RAM GOLF CORP., 2020 INDIAN BOUNDARY DRIVE, MELROSE PARK, ILL. 60160

For more information circle number 219 on card



with straighter leading edge for faster aiming and rounded sole pad for controlled bounce action. The woods feature the Hogan Speed Slot with curved sole and an extended shaft length for the driver to 43½ inches. Ladies' woods *Model 4050* color coat has been changed from black to midnight blue. Hogan also introduces a new *Apex* series of golf balls with a newly developed high compaction winding thread. Also new for 1972 are a men's special pitching wedge, two new putters, five new golf bags and a Velcro glove with a self-adjusting tab.

**Karsten Mfg. Corp.** features the *Ping* irons, woods and putters. The putters have a balanced heel to toe weight distribution. Introduced this year is the *My Echo* putter.



#### \*Ladie Pro Golf Company

**Lamkin Leather Company** offers a complete line of leather and rubber golf grips.

**MacGregor** features the *VIP* clubs for 1972. The woods are solid persimmon with the exclusive Tee-Sole. The irons have a conventional or Split/Level sole. Also introduced are the *MT* woods and irons with compact size head models available this year. A new line being introduced this year are the *DX* model clubs, modestly priced in men's, ladies' and youth models. Also available are golf bags, putters and the *Tourney* golf ball.

\*Information unavailable at press time

**Matzie Golf Company**, represented by Golf Mart, features a total line of 50 *Velvet Touch* putters in a variety of grips, shafts and colors for 1972. The new addition this year is the *Scratch* putter which is end weighted, fully squared and features a large sweet spot. Matzie putters retail from \$14.95 to \$20.

#### \*Hugh McLaughlin & Sons

#### \*Merritt Assn., Inc.

**Northwestern Golf Company** is introducing a specially-designed *Thunderbird* model for pro shops only in its 1972 line. The *Thunderbird* features a lost wax process stainless steel iron head, laminated woods with a screwless face insert. Other pro-only models from Northwestern include the *Rosasco Bros.*, *Superba* and *Ultimate*.

**Arnold Palmer Golf Company** introduces the *Arnold Palmer FTD* woods and irons, and the *Palmer-Tru-matic* and the *Lady Palmer* woods and irons. Also available are *Hot-Z* bags and *Duckster* golfwear.

**Pedersen Div., O.F. Mossberg & Sons, Inc.**, introduces the *Seventeen-Four* woods and irons. The woods feature kiln-dried persimmon with a mahogany finish, and the irons feature heads of precision cast stainless steel. Pedersen also features the *Staff Pro-Ette* and custom-made woods 1 through 15. Also available are the *St. Andrews* golf bag, the *Excel* ball and a complete line of gloves, shoes and accessories.

**Penfold Golf Balls, Inc.**, represented by Burton Mfg. Company, feature the *Penfold Ace* golf ball in both the standard American size (1.68-inch diameter) or the British size (1.62-inch diameter). Both balls retail for \$14.75 a dozen.

**Toney Penna**, a division of ATO, features the *TP* woods and irons.

**PGA-Victor**, a div. of Victor Compotometer Corp., introduces the *Par Excellence* golf clubs. They are constructed according to static weight (over-all weight versus swing weight). The *Par Excellence* clubs have greater loft to get the ball up, increased club length to make the ball go farther and to compensate for the loft, and because of the greater length, the



club's lie has been flattened. The *Scrambler* seven wood is standard with each set of woods and a *Chip Iron* and *Chipper* are optional irons. Also featured are *Ryder Cup Fashions* by PGA. The lineup of apparel includes 67 different knit slacks and over 40 different shirts. The PGA-Victor golf bag line will feature the wetlook expanded vinyls. A new red, white and blue product packaging for all PGA-Victor products will also be introduced.

**Princeton Chemical Research (PCR) Golf Ball Company** introduces a newly-constructed one-piece golf ball, the *PCR Professional*, sold in pro shops only. Suggested retail price is \$15 a dozen.

#### \*Progressive Dynamics

**Pro-line Golf Corp.**'s first year of full-line golf equipment and accessories features *Perfecta* and *Exacta* woods and the *Playable* irons. The *Perfecta* woods feature an energy plate of tempered aluminum built into the club's sweet spot. *Exacta* woods feature a small sole to reduce dragging. The *Playable* irons feature 100 per cent chrome plating that won't peel. Pro-line also introduces a no-cut, power-wound golf ball with a high energy center, which retails for \$1.25 each.

**Rainbow Sales Company** introduces the *Skyway* golf ball manufactured by Bridgestone Tire Company, Ltd., Japan. The ball is coated with a new, thick polyurethane cover for extra durability and will be sold in pro shops only. The ball has a liquid center and comes in 80, 90 and 100 compression. The USGA-ap-  
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proved balls sell for \$15 a dozen. Rainbow will also feature golfwear, headwear and golf accessories.

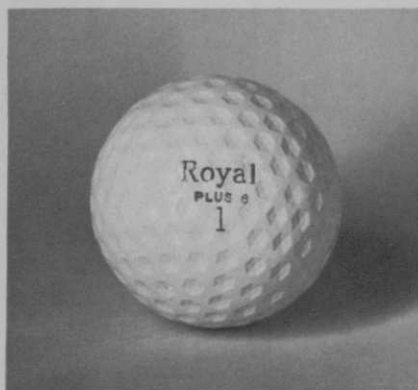
**Ram Golf Corp.** features the *Golden Ram* woods, irons and ball for 1972. The irons feature a design which redistributes weight as far away from the center of gravity as possible to eliminate club head twist on shots



hit off center or away from the sweet spot. The woods have ebony-finished laminated heads with extra hard epoxy face inserts and a brass power weights on back of the heads. The Ram ball features a high rebound polybutadyne center and a Surlyn cover.

**Reifers Golf, Inc.**, introduces the *Director* putter which allows the golfer to change the alignment on his putter to compensate for sighting errors.

**Royal Golf Equipment Company** introduces the *Royal Plus Six* golf



ball with hexagonal dimples. According to the company, the ball will go more than six yards farther than any other ball because of its new construction. Royal also features moisture-proof woods, wide contour sole and beveled leading edge irons and the *Royal Queen Clubs* for ladies. Royal also features golfwear, putters and accessories, golf shoes, gloves and bags.

**Shakespeare/Plymouth Pro Div.**, introduces the *Mach II* woods and irons with a new Tor-Fil shaft. The shaft features a new method of constructing glass fibers. Also available are the *XLD* steel shaft woods and irons and the new *XL Debs*, a line of clubs for women golfers. The *Stylist* golf ball, featuring high-tension winding, will be introduced to complement the *Shakespeare XLD* golf ball in 80, 90 and 100 compression.

**Spalding Div. of Questor**, introduces the cut-resistant *Top-Flite* golf ball with two-piece construction. It will complement the *Dot*. Both balls retail for \$15 a dozen. Spalding also features the *Pro-Flite* ball which retails for \$9 a dozen. Spalding woods and irons feature the *Elite*, *Executive*, *Top-Flite* and *MV2* models. In addition to putters and utility clubs, Spalding features an *Imperialite* line of golf bags and *Elite* men's and women's golf gloves. Spalding will also exhibit the *Bernhard Altmann* line of men's apparel.

**Uniroyal**, see **Royal Golf Equipment Company**

**Wilson Sporting Goods Company** features the *X-31* woods and irons, *Staff* woods and *Dynapower* irons and the *Boros Professional* woods and irons for 1972. *X-31* woods feature Strata-Bloc head design and double neck binding. The *X-31* irons feature an oval sole and beveled leading edge. *Staff* woods feature a wide, screwless face insert permanently cemented under pressure and heated to the wood head, and the *Dynapower* irons have an accented flare on the back of the blade for better weight redistribution. The *Boros Professional* woods and irons retail for approximately \$140 a set and are sold exclusively through pro shops. *Wilson Staff* balls, bags and accessories are also featured.

## Golfwear

**Ajac Corp.**, represented by E.J. Manley, features golf gloves, putters and accessories.

**All Star Industries** offers the leather *All Star* golf glove for 1972.

**Aris Isotoner Gloves**, represented by George Cook, Ltd., offers golf gloves with a patented fabric that relieves hand tension. Leather strip placement gives non-slip control. The fabric is immune to perspiration and will not dry out. Available in a variety of color combinations for men and women.

**Stanley Blacker**, represented by Ernie Sabayrac, features the *Prince* model doubleknit blue blazer with red stitching. The coat retails for approximately \$80. Also featured are doubleknit twill suits, popcorn knit sportcoats, worsted wool flannel, bones, checks and hopsack suits and sportcoats.

**Braemer Knitwear, Ltd.**, distributed by Ernie Sabayrac, features the *Tournament*, a merino wool sports shirt retailing at approximately \$18.50; *Elgin V-Neck Pullover*, double-ply cashmere, suggested retail \$40; *Golfer*, double-ply cashmere cardigan, suggested retail \$50, and the *Barnton*, double-ply, lambswool V-neck pullover, suggested retail \$18.

**Tom Brown and Associates** features the *Tee Bee* doubleknit slacks, golf jackets, shirts and socks for men, and slacks, blouses, jackets and peds for women. They are also the representative for *Kent* gloves.

**Buccanner Mfg. Company** features 17 different styles of men's and ladies' outerwear and windbreakers. New this year are a ladies line of warm-up jackets and suits in pastels.

**Jack Carnahan, Inc.**, represents **The Hadley Corp., Johnston & Murphy** and **Jaymar-Ruby**.

**Champion Glove Mfg. Company** features men and ladies' leather golf gloves in full and half finger. Also available are golf accessories, caps, socks and peds.

(Continued on page 74)





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**Coberknit**, represented by Ernie Sabayrac, introduces a doubleknit walking short for men in stripes (\$9.25) or solids (\$8.50). Also available for men are nylon golf jackets and a doubleknit tennis jacket for \$13.50 or the *Circo-Swing* tennis jacket for \$9. A doubleknit tennis short with elastic belt and waistband retails for \$6.80. For the ladies, Coberknit is introducing a shortie waist-length doubleknit tennis jacket for \$13.50.

**George Cook Ltd.**, features *Tee Togs*, ladies' coordinated tops and culottes made in piques and hand screened printed Dacron and cotton. Culotte sets retail for \$30. George Cook doubleknit sport coats feature 15 different patterns and weaves and retail between \$65 and \$75. George Cook sport shirts feature zippered-front, long pointed collar shirts in polyesters, poly plus and arnells. They retail for between \$13 and \$15. Cook also represents **Thomson Trousers**, **Bodin Knits**, **Mr. Dino**, **Barrie Cashmeres** for men and women from Scotland, **Golf & Sports Headwear**, **J.S.I.** shirts, sweaters and socks and a complete line of custom tailored sport coats and slacks, and the **Isotoner** golf glove.

**Corbie Mfg. Company** features the *Arca Division* with polyester doubleknit and warp knit golf slacks in 18 styles ranging from \$20 to \$24 retail. The *Fitzroy Division* features cotton lisle golf shirts retailing from \$8.95 to \$12.95.

**Croston of Boston** features a new black and white check polyester/wool sportcoat which retails for \$85. Also featured is a doubleknit, two-button sportcoat with western pockets in navy, medium blue, tan and bright red retailing for \$95.

**David Crystal Company** features the *LaCoste* doubleknit sport dress and tennis dresses for women, and the *LaCoste* sport shirts for men.

**Derby Cap Mfg. Company** features men's and ladies' caps and hats in many new styles and colors. They also feature golf emblems.

**Dexter Shoe Company** features an extensive line of medium-priced golf shoes for men and women in 1972. A great variety of colors and styles—cap toes, wing tips, saddles, casual suede styles for men, and square toe and moccasin toe styles for women—will be highlighted. Several popular red, white and blue styles will also be introduced.

**DiFini Originals** features 100 per cent polyester doubleknit machine washable slacks with wide belt loops and flare bottoms. They also feature



machine washable golf shirts. For the ladies, DiFini features 100 per cent Trevira polyester action pant skirts and the *Suzie* full fashion jersey knit shirt.

#### \*Double Eagle

**Duckster Sportswear**, made by Nylon Fabricators, Inc., features *Striped Shell* water-repellent rain-gear with stretch nylon cuffs. Suggested retail price is \$10.85. Also featured is the hip-length *Bi-Swing* which is water repellent two-ply nylon with 100 per cent stretch nylon knit trim. Suggested retail is \$10.40. Also featured for 1972 is a foul weather *Star-Pattern Men's Rainsuit* with a zip-in hood. It is a 100 per cent rainproof K-Kote polyurethane-coated fabric. Suggested retail price is \$25.

**Edmont-Wilson** (formerly Edmont-Hill) introduces a new wide strap golf glove into its regular *Super Grip* vinyl line. The new glove will retail for under \$5.

**Etonic** from the Charles A. Eaton Company introduces a new line of men's golf shoes called the *Birdie Shoe*. The featherweight shoe has been engineered to be lighter with removable permanent spikes, Tried and True welt construction, cushion comfort as well as a square toe forward fashion look. With the purchase of 12 pairs of shoes, the professional is provided with a counter display. In addition, Etonic slacks, both plain and fancy, knit and woven are featured.

**Fable of Florida, Inc.**, features a line of imported Scottish rainwear, blazer crests, car badges, key chains and ball markers.

**Flip-It Hats and Caps**, represented by Ernie Sabayrac, features golf hats and caps in many styles and colors.

**Foot-Joy**, by Brockton Footwear, Inc., features the *Rex Last* golf shoes for men. They are leather lined with foam cushion innersoles. They are flexible, lightweight and have



tungsten carbide tipped spikes. For the women, Foot-Joy features the *LaCosta Last* and the *Apollo Last*. In addition to dress shoes for men and women, *Ben Hogan* golf shoes are also available.

**Golden International, Inc.**, features personalized golf gloves. The *Duragluv* is a full-fingered, English leather glove with a button back. The *Dura Grip* has a wide band of Velcro across the back to tighten the glove.

**The Golf Mart, Inc.**, distributes **Munsingwear** sportswear, **Sun Sports** golf headwear and **E.T. Wright** shoes.

**Golf Pro Fashions, Ltd.**, features a complete line of men's belts and leather goods.

**Golf & Sport Headwear Company**

features men's and women's straw, nylon, cloth and nylon mesh caps and hats in a variety of colors and styles.

**Great Lakes Golf Ball Company** represents **Munsingwear Grand-Slam** golfwear, **Sun Sport** headwear and golf accessories, **Pro-Jo** men's and ladies' golf shoes, **Connolly** footwear, **E.T. Wright** golf shoes, **Matzie Golf Company** putters, **Kaddie Kart** rental golf carts, **Kristal Kraft** refinishing equipment and **Flexi-Mat** golf mats for golf ranges.

**G.T.**, features a complete line of men's slacks and women's slacks, bermudas and skirts in doubleknit, poplin and classic gingham check.

**The Hadley Corp.** will feature woven polyesters, especially in culottes, and matching trimmed tops. Also featured are Dacron and cotton seersucker skirts, dresses, slacks and suits. Hadley also will show a line of men's shirts.

**C.F. Hathaway Company** features the *Hathaway Golf Classics*, a complete line of golf shirts made of 100 per cent cotton lisle.

**Haymaker**, represented by Ernie Sabayrac, Inc., features ladies' slacks, skirts, blouses and sport dresses. Also available is a complete line of ladies' tennis wear.

**Imperial Caps, Inc.**, features a complete line of golf and tennis men's and women's hats and caps. New men's styles include a deluxe bucket hat with two-ply combed cotton/polyester which retails for \$6. Two new crushable synthetic straw hats are also available. Imperial also offers a *Merchandise Center*, a stacked cube case with revolving base for displaying caps and hats.

**International Golf Accessories, Inc.**, features the *Allen Solley* line of men's golf shirts and the *International Gripper* golf glove for men and women.

**Izod**, represented by Ernie Sabayrac, Inc., features a complete line of men's doubleknit shirts, slacks and sport jackets, and socks. Also available is a complete line of tennis wear.

**Jantzen, Inc.**, introduces a new extensive *Men's Pro Golf Collection* for 1972. This is the first year Jantzen has designed a line of men's golfwear for pro shops only. The line features doubleknit and mesh knit slacks and knit and cotton shirts and sweaters. Last year Jantzen introduced the *Misses* with Dacron polyester pants, skirts and shirts. Jantzen also features display units.

**Jaymar-Ruby, Inc.**, features the nationally famous *Sansabelt*, *Cary Middlecoff* and *Jaymar* golf sportswear for 1972. In addition to these items, a full line of knit slacks in many models will also be featured.

**Johnston & Murphy Shoe Company** introduces four new golf shoes for 1972: the *BelAir* has a black alligator print and white grained poromeric shield tip; the *Hillwood* features brown calf and brown shining poromeric straight tip; the *Lady J&M* comes in gray/black, brown/beige patchwork and the *Medalist* is a white wing tip blucher. J&M also features shoe trees and shoe socks.

#### \*Kamata Ri & Company

**The Kimberton Company** features *Pickering Active Sportswear* with a complete line of custom-designed men's knit shirts and ladies' shirts and skirts. Kimberton also features men's and ladies' sweaters.

**Morton Knight**, distributed by Burton Mfg. Company, features all weather golf apparel from England. The new *Cool Weather Jacket* is weatherproof and resists staining and creasing. The sleeves are made of double textured construction to allow maximum swing freedom.

**Kunik Kasuals** feature men's and ladies' sportswear in a variety of styles and colors. For the men, knit slacks with an elastic waistband and straight leg or flare will be featured. Color co-ordinated slacks, skirts and pants suits and a line of knit golf dresses are being featured for the ladies.

**Lace and Liberty** features ladies' golf skirts with a sown-in panty and pockets in the shape of a golf tee. The skirts are available in many colors and prints and are made from Dacron/cotton. Also available are bermudas, hot pants and dresses, culottes.

**Annie Laurie Originals** features the *Golden Bag of Today*, a three-dimensional repoussé hand-painted découpage of mushrooms and butterflies in soft pastel shades. The lining is mauve quilted cotton sateen. Also featured is the *Fashion Scene*, a hand-painted handbag in a pert pumpkin shape. It is an antique finish wooden box bag with opalescent handle.

**H.D. Lee Company** will feature its line of the latest fabrics and patterns in doubleknit golf slacks. The *Continental Spanish Flare* with textured stripe has an extended waistband with button closure, flare bottom and serpentine pockets. The



*Tack Flare* model has flare bottoms, with a slim fit. It is cuffed and has horizontal pockets. Lee will also introduce the *Top Pocket Continental* style in seersucker. The line also includes *Windsor* golf slacks.

**Lefcourt Imports, Inc.**, offers a line of straw hats, shawls, capes and belts.

**Lemmer-Mayer Company, Inc.**, features 100 per cent imported Austrian alpaca and merino wool sweaters. They carry *Mailcott* tricots from France featuring doubleknits and acrylics, both in cardigans and shirts. They also feature *Lyle & Scott, Ltd.*, from Scotland with cashmere, lambswool, shetlands and fine gauge merino sweaters. Lemmer-Mayer also features cotton shirts from Switzerland and acrylics from Israel. Cashmere cardigan and pullover golf sweaters are featured under *Hill Star Imports*.

**Leon Levin Sons**, represented by Donald M. Temple, Inc., features ladies' co-ordinated sportswear.

(Continued on page 76)



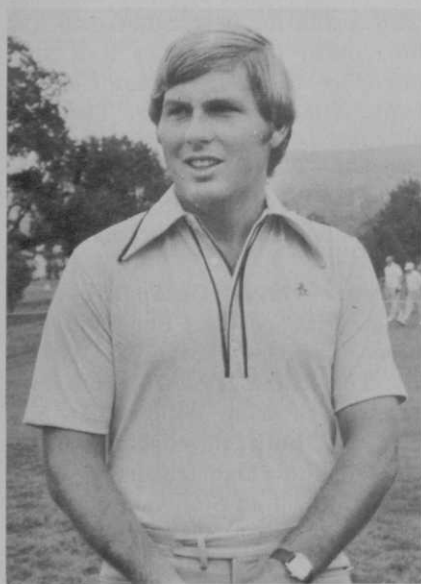


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• **E.J. Manley Company** introduces a new golf slack of doubleknit polyester that is totally color-coordinated with the *Forum* shirt line. E.J. Manley also represents **Texace Corp.**, **Buccaneer Mfg. Company**, **Dexter Shoe Company**, **Gold Crest, Ltd.**, **Ajac Corp.** and **Quantum Sportswear**.

**Mayflower-Medalist, Ltd.**, will represent **Double Eagle** shoes, **Tournament** imported English golf gloves, **Converse Rubber** men's and ladies' rain suits, **Edmont-Wilson** vinyl golf gloves, **Jockey Menswear** doubleknit slacks, shirts, sweaters and underwear, **Sun Sport Headwear** caps and visors and **Tournament** umbrellas.

**Munsingwear, Inc.**, features the *Grand-Slam Golf Shirt* of Dacron polyester and cotton blend. *Style 2841* features a Scotchgard soil release finish and a long tailored collar and retails for \$9. *Style 2842* features a mock turtle neckband and



loose-band sleeves with contrast stripes and retails for \$6. *Style 2835* features a fashion knit collar with contrast stripes and a four button placket and retails for \$7. *Style 2850* features solid color permanent press knit and retails for \$8. *Style*

*2816* features long placket, top stitched and retails for \$12. *Style 2847* features stripe styled fashion, long pointed collar and retails for \$9.

**Needlecraft of Woonsocket, Inc.**, features a line of ladies' and men's rainsuits, lined and unlined, jackets and swimming pool loungers.

**Original Fur Company** features *Golfurs for Golfers*, a line of colored fur golf covers and putter covers and fur berets.

**Palm Beach Company** features *John Weitz* signature coats. They come in a distinctive Challis pattern in crimson set against a camel background. The single-breasted



sportcoat is doubleknit and retails for about \$80. Palm Beach also features the *Austin Hill, Ltd.* men's slacks and also features custom woven club insignia neckties and ladies' silk scarfs.

**Gino Paoli/Active Sportswear** features a complete line of men's doubleknit slacks beginning at \$15.75, retail, and men's knit shirts retailing from \$10.75 to \$14.75. For the women, culottes, skirts, slacks, blazers, dresses, shorts and coordinated tops are available. Tennis wear will also be featured.

\***Par Ace**

**Parker Glove Company** offers a complete line of golf gloves including the *All American Gripper* for men and the *Lady Parker* for women. The Gripper features the thinnest, softest skins available with an adjustable Velcro band fastener. The *Lady Parker* is custom designed for ladies with slim cut fingers, and comes in pastel colors and also has the Velcro fastener. Also featured is the *Glutaraldehyde Gripper*, which features a glove treated with a chemical developed from corn oil to prevent deterioration due to perspiration.

**Parker of Vienna**, represented by Ernie Sabayrac, offers a collection of Alpaca wool sweaters in a variety of colors and styles. In addition to expanding its Alpaca line, a new basic sweater in the *Cesar* line retailing for \$25, will be introduced.

**Par-Mate** (Jack D. Levine, Inc.) features a variety of men's and women's golf gloves with a wide Velcro back. Also featured are ladies' peds, men's hosiery and umbrellas.

**Paxton Sportswear**, represented by Donald M. Temple, Inc., features a line of men's slacks.

**Pegie by the Sea Originals** introduces *Mr. Motif* iron-ons for golf. They retail for \$.69 each and up and include signature and company position. Also featured are golf jewelry, handbags and ladies' golfing fashions.

**PGA-Victor** features *Ryder Cup Fashions* with 67 styles of knit slacks and 40 different styles of shirts.

**Pringle of Scotland**, distributed by Acushnet, features two-ply cashmere and lambswool cardigan and pullover sweaters, turtlenecks, cotton and wool sportshirts in a wide variety of colors. Sweaters and sportshirts are available for monogramming.

\***Pro-Am Knits**

\***Pro-Pro, Inc.**

**Pro-Shu Company, Inc.**, will offer 66 styles of men's and ladies' golf shoes with the emphasis on color and a popular price range from \$20 to \$30. The line features vinyl shoes. Also available are 45 styles of men's dress shoes.

**Lily Pulitzer** offers a complete line of golfwear for men and women. For the men, polyester V-neck pullover and combed cotton shirts will be featured along with doubleknit slacks and blazers and Qiana nylon ties. The women's line features Kodel and cotton skirts, slacks and blouses and doubleknit culottes and skirts.

**Puritan Sportswear** features a complete line of men's sweaters, shirts and slacks. The sweaters feature lambswool, mohair and orlon; the knit shirts are Dacron, cotton and Banlon. Also available is the *Gary Player* line of golfwear including shirts, slacks and jackets, and the *Rod Laver* line of tennis wear.

**Quantum Sportswear** introduces its new spring/summer line of golfwear. All Quantum golfwear is machine washable and features plaid seersuckers, lightweight spring denims, colorful gingham and engineered culotte and shirt two-piece sets. They also have a complete line of tennis dresses.

**Billie Ross of the Palm Beaches** features a complete line of golf bags, hats and accessories. The hand bags are hand decorated.

**Ernie Sabayrac, Inc.**, represents **Brockton Footwear, Inc.**, **Stanley Blacker, Inc.**, **Flip-It, Izod, Haymaker, LaCoste, Parker of Vienna, Varela Slacks, Inc.**, and **Coberknit Corp.** Sabayrac's own **Golf, Inc.**, features modular units and pro shop supplies and accessories.

**Saddleman's, Inc.**, features the *Sahara* line of men's doubleknit and warp knit slacks, sport coats and sports suits. Sahara will feature the *Saddlecut*, a stretchable knit denim slack.

**\*Sana Fashions, Ltd.**

**Mort Silver Associates** introduces the *Silver Fox Sportsman* line of men's golf shirts. The shirts are made of Arnel and are wash and wear. They have raglan sleeves to provide freedom of movement and a two-piece banded collar. Suggested retail price is between \$12 and \$14. Men's and ladies' sweaters are also available.

**David Smith, Inc.**, offers a complete line of women's active sportswear. Golf and tennis wear will be featured

with pants, skirts, culottes, shorts with co-ordinated tops. Also featured are play dresses, jackets, wrap skirts and knit shirts.

**E.J. Smith & Sons Company** offers sportswear by **Munsingwear** and **Mr. Links**. They also feature men's and ladies' hats and emblems by **Califram** and golf rubbers, socks and shoe keepers by **Rochester Shoe Tree Company, Inc.** They also feature a complete line of pro shop accessories.

**Softouch Company**, makers of *Golf-sox* and *Golfped*, has a wide variety of socks and peds for men and ladies and also a selection of knee and support socks.

**\*H.J. Sport Accessories**

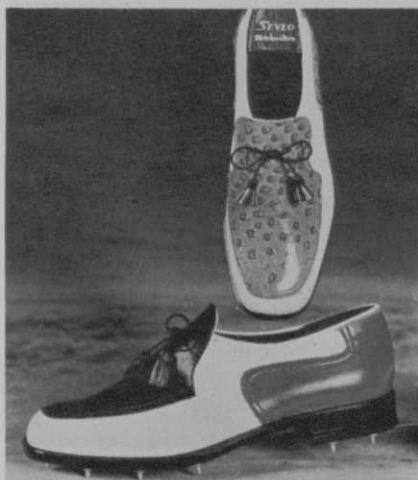
**Star-Grip Glove Company** offers golf gloves with a Velcro band across the back of the hand in a variety of colors and styles.

**Ster'l Dri Corp.** (formerly Harlemark International, Inc.), features men's golf socks, ladies' peds and a complete line of cold-weather socks and support hosiery.

**Leonardo Strassi, Ltd.**, features men's knit dress, sport and golf shirts and knit slacks.

**Stylist Company** introduces a ladies' golf shoe with cushioned insoles and changeable kilties to color-coordinate with any outfit. It comes in white grained blucher style. The *Stylist 300* for men comes with monk strap style or wing tip blucher style. Also teaching and street shoes.

**Stylo Matchmakers International, Inc.**, introduces the *Rembrandt* line of



men's and women's golf shoes. The men's shoes are fitted with permanent tungsten carbide spikes. The ladies' line features removable spikes. In addition, Stylo also features the ladies' waterproof shoes, *PP20*, and the *MJ400*, men's brown grain leather shoe. Suggested retail prices of Stylo shoes range from \$16.95 to \$36.95.

**Donald M. Temple, Inc.**, represents **Leon Levin Sons** and **Paxton Sportswear**.

**Texace Corp.** features men's golf caps of two-ply polyester/cotton poplin with Scotchgard finish. They also have a complete line of women's golf headwear.

**Thomson Trousers**, represented by George Cook, Ltd., features a complete line of doubleknit slacks in conventional dak top, western pocket tapered models, belt loops flares, dak flares, belt loop straight legs and belt loop tapers. Slacks retail from \$16 to \$32; shorts from \$14 to \$20.

**Town Talk Mfg. Company** features a wide variety of headgear for men and women in a choice of colors. The caps are made of single-ply knit and retail for approximately \$3.50. Town Talk also features personalized emblems and will design a club's emblem.

**Varela Slacks, Inc.**, represented by Ernie Sabayrac, features wool doubleknit sport coats and slacks. In addition, slacks in wool or wool/polyester are offered.

**The Voyager** features ladies' golfwear with doubleknit culottes, slacks and dresses. They also have golfwear made from polyester/silk and polyester/linen.

**\*Whimsicals**

### Golfing accessories

**Allsop Automatic, Inc.**, offers the *Shoe-In Valet* and *Shoe-In Traveler* which flatten the sole, straighten the uppers, allow proper drying and prevent mildew, rotting and cracking, according to the company.

**Brandell Products Corp.** features *19th Hole* golf products including  
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electric putting cups, club cleaning kits, ball marking kits and training devices.

**Carnoustie Products, Inc.**, features putters, golf gloves, headcovers, men's socks and shirts, towels and umbrellas.

**Creative Awards by Lane** features a line of golfing prizes and awards.

**\*Dorson Sports, Inc.**

**Eastern Golf Company** introduces 14-karat gold golf ball marker pins (for women) and money clasps (for men) for 1972. Also new is a miniature telescope for measuring yardage to the flag. A new *Carryall* nylon bag which when empty can be folded and placed in a vest pocket, and a rubber grip cleaner and revitalizer will also be introduced.

**Gold Crest, Ltd.**, features a line of handmade gold and silver crested jewelry, crested blazers, glassware, sweaters and caps. A new line of golf products featuring the comic strip character *Snoopy* is also available.

**Golf Masters** features custom designed golf motif jewelry, men's English cravats with crest and handcut Swedish crystal pieces.

**\*Hand Industries**

**\*Jerrado Del Roma**

**\*Old Golf Shop**

**\*Frank Osheowitz—Golfurs**

**\*David L. Pransky & Sons**

**\*Q's Golf Shop**

**Reliable of Milwaukee** introduces the *Supersock*, an oversized club cover in 17 different colors. Also available are the *Club Sox* and *Country Club Sox* knit headcovers.

**Scott Mfg. Company** features golf bag travel covers made of heavy 18-

ounce canvas duck that won't rip or tear. The bag is mildew and water repellent and features a 46-inch circumference, 50-inch length and a 12-inch double thick bottom. Also available are range bags made from 10-ounce canvas with a heavy nylon draw cord and *Par-Shot Markers*, sturdy canvas flags.

**Sports Novelties** features a complete line of personalized golfing novelties including golf greeting cards and jewelry.

**\*Stuart Specialties**

**Dick Watson's Personalized Golf Items** features personalized golf tees with wrap-around printing, ball markers and pencils.

**\*Zippo Mfg. Company**

### Pro shop, range supplies

**Datono Products Div.**, Dayton Stencil Works, features the *Datono Regal* plastic golf bag tags. In addition, golf course signs, custom-made pro shop signs, handicap boards and other golf shop accessories are available.

**Display Creations, Inc.**, features its *Chromodular* pro shop merchandising equipment with one-inch square tubing in polished chrome. The modular equipment features new attachments for the creation of display cubes and various shelving arrangements.

**Golfomat**, Division of EMC, announces the *Billy Casper Golfomat*, an indoor golf center. *Golfomat* features a screen of famous 18-hole championship golf courses with



players hitting into a 100-square foot nylon motion-picture screen. A computer calculates the velocity and direction of the ball and advances the filmstrip to the spot on the fairway, rough or hazard where your ball would have landed. Yards driven and the number of yards remaining to the green appear on the screen with each shot. Suggested retail price of *Golfomat* is \$10,000.

**Golfsonic** features an ultrasonic club cleaner for the golf shop rack room. The cleaner weighs only 25 pounds and requires less space than a bucket of water. A set of irons and woods can be cleaned and polished in 30 seconds according to the company. *Golfsonic* also introduces the *Branding Iron* putter designed to enlarge the sweet spot and improve the physical aiming of the putter.

**Golf Specialties, Inc.**, features a complete line of pro shop supplies and accessories. In addition to golfwear and golf carts, club cleaners, name tags and club tags are also featured.

**Gustafson Mfg. Company** offers a golf ball retriever for driving ranges with a power unit. The retrievers come in eight-foot and 16-foot widths. Also available are golf ball washers.



**Hornung's Pro-Golf Sales, Inc.**, features a coin operated *Golf Club* cleaning machine. The item operates for five minutes on \$.25, which is enough time to clean a set of woods, irons and rubber grips. The unit is guaranteed one year and retails for approximately \$350. Hornung's also has the *Combination* unit.

(Continued on page 88)

\*Information unavailable at press time



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That's one of the joys of both Annual & Perennial Ryegrass.

Both are very easy to establish and neither requires pampering or special attention.

When you sow it, you need only be sure the seed comes in contact with the ground and it will come on strong in a hurry. Normally this is in 6 to 14 days.

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Both Gulf Annual or Annual are favorites in Southern regions for overseeding greens, tees and fairways.

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**S.I. Jacobson Mfg. Company** introduces the *Ball Bucket* for driving ranges. It is made of heavy vinyl coating, laminated to a cloth with a very fine base. According to the company, it cannot break, bend or be distorted in any shape or manner.

**Kristal Kraft, Inc.**, furnishes original equipment manufacturers with stains and finishes, shaft sealers, epoxies, insert material and sole plates for golf clubs.

**Miller Golf Company** features a complete line of pro shop supplies, including gifts and awards and the new *Tee Prize* line of gifts.

**J.D. Noller, Inc.**, represented by **Ernie Sabayrac, Inc.**, features golf fixtures designed for self-service operation. Bright chrome and plastic are highlighted in the Noller line.

**Parrotte Designs**, represented by **Ernie Sabayrac, Inc.**, features golf shop layout and design. At the show several lighted transparencies of outstanding golf shops designed and fixtured over the past five years by the firm will be highlighted.

### \*Pro Shop Supply Company

**Tread Corp.** features the *Club-Scrub* golf club cleaner.

**Wittek Golf Range Supply Company, Inc.**, offers a complete line of range equipment including range balls, dispensers, mats, washers, pails and clubs.

### Other

\*Aztec International

\*Brod Studios

\*George Diehr Golf Repairs

\*Ford Paint & Varnish Company

\*Paul Hahn Golf Show

\*Jerral Packaging Company ☐



**Winter Turf Course**, Rutgers University, New Brunswick, N.J., January 4-March 10.

**Northeastern Weed Science Society 26th Annual Meeting**, Hotel Commodore, New York, N.Y., January 5-7.

**Annual Correspondence of the Mid-Atlantic Golf Course Superintendents**, Holiday Downtown, Baltimore, Md., January 10-11.

**University of Massachusetts Eight Weeks Winter School for Turf Managers**, Amherst, Mass., January 10-March 3.

**Lawn and Utility Turf Course**, Rutgers University, New Brunswick, N.J., January 17-19.

**Annual Michigan Turfgrass Conference**, Kellogg Center, Michigan State University, East Lansing, Mich., January 19-20.

**Golf and Fine Turf Course**, Rutgers University, New Brunswick, N.J., January 19-21.

**Professional Golfers' Assn. Merchandise Show**, Palm Beach Gardens, Lake Park, Fla., January 22-25.

**National Club Assn. Annual Meeting**, Hyatt House Regency Hotel, Atlanta, Ga., February 13-15.

**Golf Course Superintendents Assn. of America Annual Conference**, Netherland-Hilton Hotel, Cincinnati, Ohio, February 13-18.

**Club Managers Assn. of America Conference**, Hyatt House Regency, Atlanta, Ga., February 14-18.